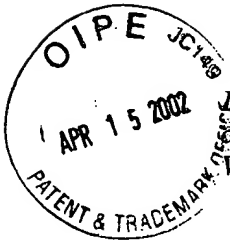


#4/A 2/6/8  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PRELIMINARY AMENDMENT TRANSMITTAL LETTER



I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner of Patents and Trademarks, Washington, D.C. 20231 on April 3, 2002.

4-25-02

*[Signature]*  
Signature

Applicant : Thilo Gabler  
Application No. : 09/707,603  
Filed : November 7, 2000  
Title : METHOD AND APPARATUS FOR INCENTIVE BASED ADVERTISING  
Grp./Div. : 2161  
Examiner : To be assigned  
Docket No. : 41023/FLC/W391

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Assistant Commissioner for Patents  
Washington, D.C. 20231

Technology Center 2100 Post Office Box 7068  
Pasadena, CA 91109-7068  
April 3, 2002

Enclosed is an amendment to the above-identified application.

| CLAIMS AS AMENDED   |   |                               |                           |                      |                      |         |
|---|---|-------------------------------|---------------------------|----------------------|----------------------|---------|
|   | Claims<br>Remaining<br>After<br>Amendment | Highest<br>Number<br>Paid For | Number<br>Extra<br>Claims | Small Entity<br>Rate | Large<br>Entity Rate | FEE     |
| Total Claims Fee  | 25  | * 20                          | 5                         | 5 x \$9.00           | x \$18.00            | 45.00   |
| Independent Claims  | 5   | ** 5                          | 0                         | x \$42.00            | x \$84.00            | 0.00    |
| Multiple Dependent<br>Claims ***  |   |                               |                           | \$140.00             | \$280.00             |         |
| TOTAL FILING FEE  |   |                               |                           |                      |                      | \$45.00 |
| NO ADDITIONAL<br>FEE REQUIRED ****  | IF NO FEE REQUIRED, INSERT "0"            |                               |                           |                      |                      |         |
| LIST INDEPENDENT CLAIMS: 1, 7, 13, 14 and 20  |   |                               |                           |                      |                      |         |
| * IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 20 OR LESS, WRITE "20" IN COLUMN 3<br>** IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 3 OR LESS, WRITE "3" IN COLUMN 3<br>*** PAY THIS FEE ONLY WHEN MULTIPLE DEPENDENT CLAIMS ARE ADDED FOR THE FIRST TIME<br>**** IF NO FEE REQUIRED, ADDRESS ENVELOPE TO "BOX NON-FEE AMENDMENTS" |   |                               |                           |                      |                      |         |

- ☒ Attached is our check for \$45.00 to pay the fees calculated above.  
☐ A Petition for Extension of Time and the required fee are enclosed.  
☐ Other enclosures:

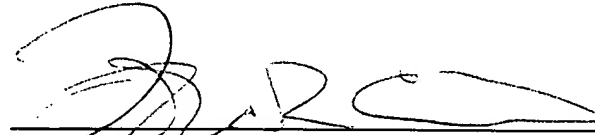
**Amendment Transmittal Letter**  
**Application No. 09/707,603**

The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required by or to give effect to this paper to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account. **A copy of this letter is enclosed.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By



Frank L. Cire  
Reg. No. 42,419  
626/795-9900

FLC/clc

LLK PAS425857.1-\* -4/3/02 4:21 PM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Grp./Div. : 2161  
Examiner : Unknown

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PRELIMINARY AMENDMENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

Post Office Box 7068  
Pasadena, CA 91109-7068  
April 3, 2002

Commissioner:

Prior to examination of the above-identified application please amend the application as follows:

In the Claims:

Please add new claims 21-25 as set forth below:

1. A method for incentive advertising, comprising:  
receiving a viewer profile, the viewer profile including a viewer identification;  
selecting advertising content based on the viewer profile;  
sending the advertisement content for display to the viewer; and  
recording the viewer identification for awarding an advertising incentive.